

## What It Takes To Succeed

As you consider IHTC, think about how your community will respond to these five simple questions:

*Do we believe we need a better and more aggressive plan to ensure a brighter future for our community?*

*Are we willing to invest more time, energy and dollars to build a smarter game plan?*

*Do we have the leadership to take on this challenge?*

*Are we willing to invest in community development if it will build a more compelling and hopeful development strategy?*

*Are we willing to focus efforts on IHTC to make the fullest use of the IHTC Development Process?*

**We hope you consider IHTC as your pathway to a brighter community future!**

### Indiana Resource Team

The Indiana HTC program involves seven core partners—Indiana Office of Community and Rural Affairs, Ball State University's Building Better Communities, Indiana GrantMakers Alliance, Indiana Rural Development Council, Purdue University's Center for Regional Development/Extension Service, and USDA—Rural Development



### Indiana HTC



## About IHTC

Providing Tools and Training to help small towns Thrive.

[www.in.gov/ocra/  
community\\_IHTC.shtml](http://www.in.gov/ocra/community_IHTC.shtml)

# About IHTC: The Four Pillars

## The Four Pillars

IHTC provides a comprehensive approach to rural community development that embraces four core strategies, or pillars:

### **Mobilizing Local Leaders**

For small towns to compete in the 21st century they must tap into everyone's knowledge, talent and goals. Rural communities need to recruit and nurture a diversity in leadership.

### **Energizing Entrepreneurship**

Too many rural communities invest in businesses that export, rather than build, local wealth. IHTC and its partners encourage communities to become involved in nurturing local enterprise. Ultimately, IHTC's goal is to help communities build comprehensive and robust Entrepreneurial Development Systems. These systems of support provide a range of assistance for entrepreneurial businesses in a community.

### **Capturing Wealth Transfer**

Rural residents do not always recognize local wealth because so much of it is invested in assets, such as land. Literally billions of dollars are at stake over the next few decades. However, this wealth is increasingly being inherited by family members that have moved away from the community. IHTC sets a target of converting at least 5% of the local wealth into charitable assets endowed in community foundations to fund community and economic development.

### **Attracting Young People**

Often young people are driven away from their hometowns. IHTC has developed a formula that small towns can use in their efforts to halt this trend. The formula provides small towns with realistic goals for youth attraction. IHTC teaches people how to increase youth engagement, create career opportunities and entrepreneurial support, and nurture a sense of ownership in the community.

## One Heart, One Mind, One Person

IHTC is about people development. This approach focuses on one heart, one mind and one person at a time. It is about specific people who want to give back, allowing endowments to be built. It is about specific people who through entrepreneurship build great businesses, spurring economic progress. It is about specific people who stand up and take on the responsibility of community leadership. It is about specific young people who want a rural life and are encouraged to realize it in their home town.

**Communities are encouraged to utilize the marketing materials that are available to create community awareness and excitement about the Indiana - Home-Town Competitiveness program. To download these marketing materials go to [www.in.gov/ocra/community\\_IHTC.shtml](http://www.in.gov/ocra/community_IHTC.shtml)**